

## ABSTRACT OF THE DISCLOSURE

An advertising system in which an advertising entity provides advertising space to a party for the advertisement of a subject matter and charges an advertising cost for the advertising space. The advertising cost to the party  
5 incrementally decreases while simultaneously incrementally increasing the amount of advertising space being provided as the party offers a discount to the asking price of the subject matter. The greater the discount off the asking price offered by the party, the greater amount of advertising space provided at a  
10 more reduced advertising cost.